

# **MAYOR'S POVERTY REDUCTION INITIATIVE**

**Jobs  
Taskforce  
Interim  
Report,  
August 6,  
2015**

# THE WORK SO FAR

- 60+ members on Jobs Taskforce listserv
- 6 working groups that focus on several employment barriers/issues
  - Transportation
  - Childcare
  - Criminal background
  - Communication
  - Young adult engagement
  - Use of the Holton Career and Resource Center
- 38+ Action steps

# **PRIORITY: TRANSPORTATION ACTION STEPS**

- **Create a coordinated one-stop shop hotline for information on transportation resources to support employment**
- **Develop and implement a communication plan for available transportation services**

# **PRIORITY: TRANSPORTATION**

## **KEY RESULTS & NEXT STEPS**

- Worked with GoTransit on transportation options and resources for job searches and employment
- Developed a poster and flyers publicizing the hotline and available transportation resources

### **Next steps:**

- Widely distribute flyer
- Track underserved employment centers

# PRIORITY: TRANSPORTATION



## Got questions about using transit? We can help!

- Trip planning assistance
- Fare and schedule information
- Real-time bus locations
- Commendations & feedback
- Lost & found
- Paratransit trip scheduling and applications (GoLinx and GoDurham ACCESS)
- Rideshare (carpool and vanpool) information and matching
- Emergency Ride Home information
- Route brochure requests

## Information Center Hours

Monday–Friday	7AM–10PM
Saturday	8AM–8PM
Sundays/Holidays	8AM–5PM
December 24 & 31	7AM–7PM
December 25	CLOSED

Get real-time route info with



You can also use the **NC 511 Travel Information Line** to get real-time bus arrival information. Just dial 511 from any phone and follow the prompts!



## PUBLIC TRANSIT IN DURHAM

### GoDurham (was DATA)

[godurhamtransit.org](http://godurhamtransit.org)

Fixed bus routes serving areas within Durham city limits.

### GoTriangle (wasTriangle Transit)

[gotriangle.org](http://gotriangle.org)

Fixed bus routes serving cities throughout the Triangle.

### GoLinx (formerly T-Linx)

[gotriangle.org](http://gotriangle.org)

Rides for approved residents of Wake, Durham, and Orange Counties who have mobility impairments, cannot travel alone, or cannot get on or off a bus independently. Application required.

### GoDurham ACCESS

[godurhamtransit.org](http://godurhamtransit.org)

The City of Durham's transportation service for people with disabilities who are unable to use fixed bus routes. Application required.

### Durham County ACCESS

[dcatransit.org](http://dcatransit.org)

**919-560-0520**

Durham County's demand response service to meet the travel needs of the elderly, disabled, and rural general public. Provides transportation for employment, medical purposes, and other personal needs. Application required.

# **PRIORITY: CHILDCARE ACTION STEPS**

- **Assess childcare providers in census track**
- **Provide training/services to existing and proposed childcare providers**
- **Increase residents' awareness of childcare options**

# **PRIORITY: CHILDCARE**

## **KEY RESULTS & NEXT STEPS**

- Developed a list and locations of documented 1-5 Star Childcare providers

Next steps:

- Utilize government and community resources to locate unlicensed childcare providers
- Engage unlicensed providers
- Create community awareness of options

# **PRIORITY: CRIMINAL BACKGROUND ACTION STEPS**

- Reach out to business community through Chamber and OEWD
- Promote positive employer experiences hiring employees with criminal backgrounds
- Develop and promote PSAs with testimonials on local radio, public access, and other tv
- Explore Certificates of Relief to minimize employer liability



# **PRIORITY: CRIMINAL BACKGROUND KEY RESULTS & NEXT STEPS**

- Researched criminal background hiring issues
- Met with OEWD & CJRC; Chamber Policy Group and DWDB presentations scheduled

## **Next steps:**

- Produce a 90-sec video with testimonials from target area employers; include in OEWD Annual Report
- Seek community support through communications campaign

# **PRIORITY: COMMUNICATION ACTION STEPS**

- Forge partnerships with businesses to promote employment and training opportunities available in the community
- Promote partnerships door-to-door with local businesses
- Partner with faith-based organizations to promote employment and training opportunities
- Coordinate monthly meetings with identified faith leaders to discuss employment

# **PRIORITY: COMMUNICATION**

## **KEY RESULTS & NEXT STEPS**

- Identified 72 faith-based organizations in census tracts

Next steps:

- Develop communication plan
- Begin monthly meetings with faith leaders
- Track efforts and methods for dissemination, i.e. social media, door-to-door, flyers, newsletters, announcements/church bulletins

# **PRIORITY: YOUNG ADULT ENGAGEMENT ACTION STEPS**

- **Expand pre-employment services available to 16- to 24-year-old youth in the PRI area**
- **Provide expanded pre-employment training, programming and counseling, and employment placement services to connect youth and young adults in East Durham to available employment**

# **PRIORITY: YOUNG ADULT ENGAGEMENT**

## **KEY RESULTS AND NEXT STEPS**

- Convened a subcommittee with representatives from Partners for YOI, OEWD, MID, and DPR to expand pre-employment training opportunities for youth
- Assisted 11 youth with completing 19 applications leading to 9 interviews and 2 job offers
- Provided a job preparation class to 12 youth in June; 3 were from the target area

# **PRIORITY: HOLTON CAREER & RESOURCE CENTER ACTION STEPS**

- Explore making it an NC Works satellite site
- Offer enhanced training and job-ready certification opportunities
- Make Holton a more welcoming place for the community by improving customer service
- Develop a communications plan to inform the community about services at Holton
- Utilize Holton as an access point for information about community resources
- Provide support for the computer room

# **PRIORITY: HOLTON CAREER & RESOURCE CENTER KEY RESULTS & NEXT STEPS**

- Increased coordination among partners (DPS, DPR, Holton Wellness Center) (quarterly meetings)
- Improved front-desk customer service
- DPR enhancements:
  - New activities/classes, along with fee reductions
  - \$10/yr teen pass
  - Youth role model training linked to activities
  - New posters/brochure/communication strategy
  - Expanded staffing of computer lab (7 days/wk, am/pm)

## **Next steps:**

- Community walk to distribute info
- Explore fitness center free to HWC clients
- Plan job fair at Holton
- Offer enhanced training opportunities

# **DURHAM WORKFORCE DEVELOPMENT BOARD & OEWD KEY RESULTS**

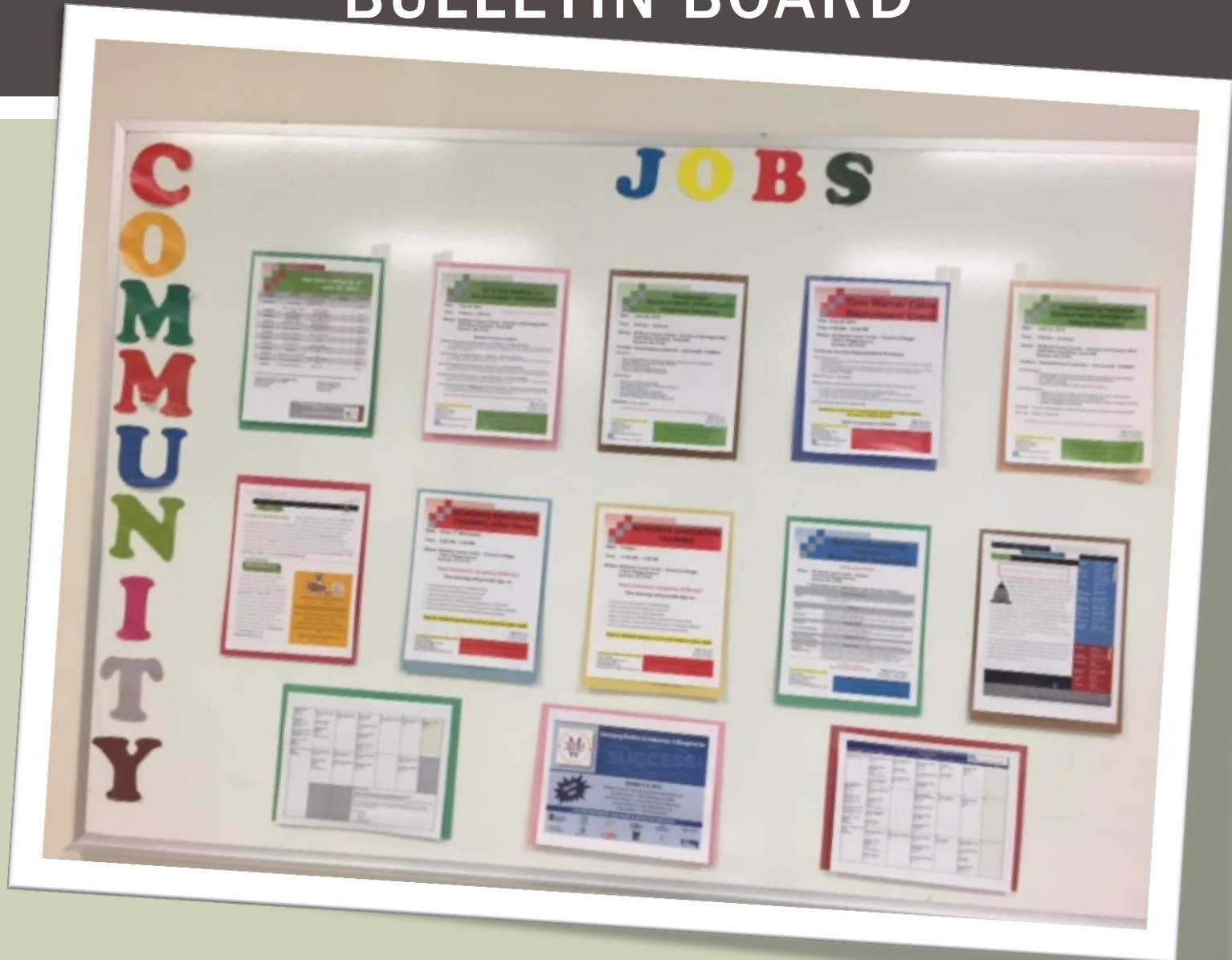
- Disseminated HotJobs and other information flyers to PAC 1 and Jobs Task Force members at least weekly
- Trained Holton computer center staff and community members to serve as NCWorks navigators
- Created jobs bulletin board and NCWorks handbook
- Created and disseminated marketing flyers for the center

## **Next steps:**

- Hold a training fair with Durham Tech to promote the EPA, JDI, and other training programs



# BULLETIN BOARD



# COMPUTER LAB



# YOUTH IN THE LAB



# GOING FORWARD

- Implement working group next steps
- Continue information sharing with community
- Coordinate efforts with other task forces
- Develop tracking metrics to measure impact
- Report back to Council in 3-6 months